

# ORDER

**KSNV**

**Orders**

**Order / Rev:** 102150

**Alt Order #:** 06817867

**Product Desc:** DCCC

**Estimate:** 1194

**Flight Dates:** 10/16/12 - 10/22/12

**Original Date / Rev:** 05/24/12 / 12/03/12

**Order Type:** GENERAL

**Primary AE:** Amy McCreary

**Sales Office:** BLPHI

**Sales Region:** National

**Agency**

**Name:** Great American Media

**Buying Contact:**

**Billing Contact:**

1010 Wisconsin Ave. NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Democratic Congressional Campaign

**Demographic:** A35+

**Product Codes:** PLI2

**Priority:** SELECT PRIORITY CODE

**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**

**Order Separation:** 00:05:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	122	\$86,200.00	\$73,270.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	122	\$86,200.00	\$73,270.00	0.00
<b>Totals</b>	<b>122</b>	<b>\$86,200.00</b>	<b>\$73,270.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	37%	\$86,200.00
Market	100%	\$232,972.97

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$55,913.51
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,275.68
KTUD	0%	\$0.00
KVVU	20%	\$46,594.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$6,989.19

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.002		0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$400.00		0.00				

Order / Rev: 102150  
 Alt Order #: 06817867  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1194

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$400.00		0.00			
E 2	KSNV	10/16/12	10/22/12	Wake Up Early w/ Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWT--S					4	\$200.00		0.00			
E 3	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$725.00		0.00			
E 4	KSNV	10/16/12	10/22/12	Today Show Today Show TODAY SHOW	CM	658a-9am	MTWTF--	:30	14	\$900.00	1	0.00	NM	14	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					14	\$900.00		0.00			
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
E 6	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$625.00		0.00			
E 7	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
E 8	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	2	\$500.00	2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$500.00		0.00			
E 9	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today NEWS 3 TODAY/WKEND	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 10	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW	CM	9:30a-10a	-----S	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 11	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd Hr M-F Today Show II TODAY SHOW II	CM	9-10a	MTWTF--	:30	10	\$425.00	1	0.00	NM	10	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					10	\$425.00		0.00			
E 12	KSNV	10/16/12	10/22/12	M-F Today Show III 4th Hr Today 4th Hour TODAY SHOW III	CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$325.00		0.00			
E 13	KSNV	10/16/12	10/22/12		CM	11am-12pm	MTWTF--	:30	10	\$325.00	1	0.00	NM	9	\$2,925.00

Advertiser:	Democratic Congressional Campaign Co
Product Desc:	DCCC
Estimate:	1194

**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		10				\$325.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
3	KSNV	10/16/12-10/22/12		Rachael Ray		11am-12pm			MTWThF----	:30		<del>(\$325.00)</del>	0.00	NM	
Credited															
[CREDIT-REFUND]															
E 14	KSNV	10/16/12	10/22/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	4	\$1,700.00
				Noon News											
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
3	KSNV	10/16/12-10/22/12		Noon News		12-1230pm			MTWThF----	:30		<del>(\$425.00)</del>	0.00	NM	
Credited															
[CREDIT-REFUND]															
E 15	KSNV	10/16/12	10/22/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Agenda 1230pm											
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$325.00		0.00			
E 16	KSNV	10/16/12	10/22/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Doctors											
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$325.00		0.00			
E 17	KSNV	10/16/12	10/22/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				Dr Phil											
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$450.00		0.00			
E 18	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$725.00		0.00			
E 19	KSNV	10/16/12	10/22/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$725.00		0.00			
E 20	KSNV	10/16/12	10/22/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				M-F Early News											
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5				\$1,200.00		0.00			
E 21	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				Sa-Su Early News											
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$675.00		0.00			
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
				M-F Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		4				\$1,300.00		0.00			

Order / Rev: 102150  
Alt Order #: 06817867  
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Democratic Congressional Campaign Co  
Product Desc: DCCC  
Estimate: 1194  
**KSNV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	10/16/12	10/22/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	4	\$1,300.00	1	0.00	NM	4	\$5,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	4		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 22.5															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
4	KSNV	10/16/12-10/22/12		M-F Jeopardy		630-7pm	MTWThF----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 22.6															
[na debates]															
5	KSNV	10/16/12-10/16/12		Jeopardy in PRIME		M-SA 8-11p / SU	-T-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.3 10/16															
[INV CODE]															
6	KSNV	10/22/12-10/22/12		Jeopardy in PRIME		M-SA 8-11p / SU	M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 22.4 10/22															
[INV CODE]															
E 23	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	5		\$1,300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/16/12-10/22/12		M-F Wheel		7-730pm	MTWThF----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 23.7															
[na debates]															
2	KSNV	10/16/12-10/22/12		M-F Wheel		7-730pm	MTWThF----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 23.6															
[PGM CHG = JEOP OR WHEEL IN PRIME]															
6	KSNV	10/16/12-10/16/12		Wheel of Fortune in PRIME		M-SA 8-11p / SU	-T-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 23.2 10/16															
[INV CODE]															
7	KSNV	10/22/12-10/22/12		Wheel of Fortune in PRIME		M-SA 8-11p / SU	M-----	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 23.1 10/22															
[INV CODE]															
E 24	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$525.00		0.00						
E 26	KSNV	10/21/12	10/21/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$1,600.00	2	0.00	NM	2	\$3,200.00
NEWS AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$1,600.00		0.00						
E 27	KSNV	10/21/12	10/21/12	LAW & ORDER (synd) PM Law & Order (synd) PRIME	CM	SU 10-11P	-----S	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$900.00		0.00						
E 28	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	2		\$1,200.00		0.00						
E 29	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$1,100.00		0.00						

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Advertiser: Democratic Congressional Campaign Co  
 Product Desc: DCCC  
 Estimate: 1194

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 30	KSNV	10/16/12	10/22/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--			8			\$500.00		0.00			
N 31	KSNV	10/21/12	10/21/12	NFL End of Game Break NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S			1			\$8,000.00		0.00			
													Totals	122	\$86,200.00